



Dear <<First Name>>,

The countdown to the 2025 Africa Soft Power Summit has officially begun, with the fourth instalment of the annual event set to take place in Nairobi, Kenya from May 21st - 25th 2025. We are excited to invite you to what promises to be our most pioneering programme to-date, showcasing cutting-edge African and diaspora creativity and its commercial prowess...

Early Bird Offer

In opening registration, we have released an initial round of tickets at a special 50% discounted rate... But hurry! These tickets are extremely limited and will be provided on a first-come-first-serve basis. The early birds amongst you can [access this offer here](#).

A single '**FULL summit**' pass provides access to the three key convenings around which the event is built, including the:

- **Remarkable African Women's Leadership Conference (RAW)**
- **Creative & Innovative Industries Conference (CIIC)**
- **ASP Gala & Awards**

You'll also have access to a range of delegate participation and networking events, including breakout sessions, roundtables and workshops, drinks receptions and dinners, and local cultural and entertainment visits.

Register Here!



BellaNaija

5 unforgettable moments

Another reason to book early is because the 2024 Summit **SOLD OUT** quickly this year and was a resounding success.

We welcomed speakers from a wide range of organisations, including NBA Africa, MTN, L'Oreal Luxe, Meta, IFC, NVH Studios, Africa Finance Corporation, and TikTok, as well as leading voices from the public and political sectors, such as H.E. Dr. Joyce Banda - Former President of Malawi, Hon. Sandrine Umutoni - Minister of State for Youth & Arts, Rwanda, HRH Nnaemeka Alfred Achebe - King of Onitsha, Dr Ozonnia Ojielo - Resident Coordinator and Representative of the UN Secretary-General to Rwanda, amongst others.

The official media partner for this year's summit was BellaNaija, and you can read the publication's own 'Five unforgettable moments that defined the event' [here](#).



African
BUSINESS

Expanding horizons

While we're sad to leave Rwanda – a city that was so good to us we ended up staying for three years! - it's time to take the show on the road, and we couldn't think of a better location than the thriving cultural city of Nairobi to embark upon the next step of our journey.

The wider Africa Soft Power agenda has gained significant momentum over the course of 2024, with appearances from the likes of Ghanaian President, H.E. Nana Akufo-Addo, and Secretary General of the African Continental Free Trade Area (AfCFTA), H.E. Wamkele Mene at our recent [Forward Africa Leaders Symposium](#), hosted alongside the United Nations General Assembly (UNGA) in New York in September.

Amongst a range of other activities, the 2025 Africa Soft Power Summit will also feature the preliminary exhibition showcase for **the winners of this year's 2024 Climate Change Photo Essay Prize**, who were recently [announced in African Business magazine here](#).

For more information on the 2025 Summit and attendance, speaking, and

sponsorship enquiries, please contact us directly at

asp@theafricasoftpowerproject.com.



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